

Growing in Lake Park

*Village of Lake Park
Economic Development Commission
Meeting
Meeting Minutes: Thursday,
January 16, 2014*

Lake Park Community Center

*Attendees: Sandy Coughlin, Sharon Williams and Chris Yeager
Absent: John Box, Doug Lucas and Kendall Spence
Guests: Nicole Bouchard, Margaret Phillips*

Call to order & Prayer

Sandy called the meeting to order at 6:40 pm and Sharon offered a reflection.

Minutes, Announcements & Finance

November 21 meeting minutes were emailed to the EDC commissioners for review prior to presentation to Council December 10, 2013. Formally approved tonight, Sandy will email to Mark Phillips for the .gov website.

Current balance is very close to \$4000. There are gift certificates unredeemed for Skeeters, Cemex and Streamworks Media. The certificates are to encourage businesses to get acquainted with Lake Park's professional community. Kendall to advise when he delivered one to Cemex.

Council Comment

- a. Chris Yeager was welcomed as the newly appointed for a first term on the EDC by Village Council at the January 14 public meeting.
- b. Waste collection services are being maintained by Trash Control Inc. and the newly appointed Waste Collection Review Committee published a Request for Proposals notice on January 3. Proposal deadline is noon February 6. The Committee will recommend a vendor to Council at the February 11 public meeting.
- c. www.lakeparknc.gov site is down for rebuilding. Margaret confirmed that Mark's attention has been focused on this, possibly less attentive to his business customers at the moment.
- d. Oakmont Homes is working on a zoning application to build 10 townhome units on the town center lots already zoned for that purpose. Their application will attempt to change the existing approval for townhomes with garages to omit the garages. If they follow the current plan, they won't need to start the approval process from the beginning.

Public Comment

Nicole expressed interest in promotional ideas for her new bakery. She shared that the first month sales volume was significant, about 40 customers, but since December, the number dropped to 20 or fewer so sales are not sustaining operations. She says it has been a long held dream to provide 'baked goods like grandma'.

Commissioner Comment

Chris, Sharon and Sandy shared the following observations or suggestions with Nicole:

- a. January and February are typically the slowest business months, summer is much stronger for local food businesses, particularly among the teens and young adult customers.
- b. Consistent superior product quality, expressing welcome greetings to all customers, listening to their feedback on products and focusing on the items that are most popular, and the most productive traffic hours are important building blocks.
- c. The 5-year learning curve for new entrepreneurs and to build a recognized business is extremely challenging for small family businesses, and relying upon residents of 1200 homes to sustain the sales is not realistic.
- d. Chris suggested continuing free social media as a promotional tool to get the word out beyond the village.

New Business: Village Development Strategic Goals

A. Commercial Enhancements

This item tabled; waiting the easement update from Mayor Spence and bench re-install quotes.

B. Town Center Leasing Update

This item tabled; waiting John Box's feedback. Greyson Steele closed due to owner's health.

Old Business:

- A. **Signage:** This item tabled; Skeeter's blades need to be added to the freestanding directional street signs and Fashion Crew blades need to be removed as the shop has closed due to owner's health.

B.

C. mylakepark.com commercial website

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22	26	28	34	25	31	69	45	51	49	32	43
2014												

D. 2014 Event Planning

1. **Cruise In:** Sharon confirmed that food offerings and a local restaurant are such important attractions to old car aficionados that it would be best to wait to schedule this type of event until we have a restaurant in addition to Skeeter's Bakery. In the meantime, she suggested that the EDC visit a few cruise-ins events this spring to better understand the operating needs and promotional benefits.

2. **Earth Day Event:** Sandy shared the Union County Earth Day event information. For a \$25 booth at the event, this could be an effective way to bring Lake Park business offerings to a wider audience. Sandy sent the information to the EDC members in December.
3. **Dawn Gaddy Benefit:** Sharon extended an invitation to Total Tranquility on Sunday afternoon, January 19. Proceeds from chair massages, mini-manicures, donated jewelry and two raffles for luxury spa baskets will be donated to Ms. Gaddy, whose health demanded that she close her photography studio and eliminated her primary income source.
4. **Rob Quillen:** Author of "Why Wait - Fulfilling Dreams From Tragedy" may be available in May or October, which Sandy is checking on for a community event.

Communication & Events Calendar & Kiosk

Email or phone news items to Sandy before the February 14 *Lake Park Villager* deadline. The issue can be on www.lakeparknc.gov by the 2/21 and in homes by 2/25. Sharon said that issues have not been delivered to the business addresses. Issues left with Total Tranquility will be distributed to the Town Center businesses.

Next Meetings

Thursday, February 20, 2014 6:30 pm at Community Center

New Topic: Practical Use of Budget for 2013-2014.

Thursday, March 20, 2014 6:30 pm at Community Center

Adjourned by consensus at 7:31 pm.